

Community Forum on Childhood Obesity

Best Practices from Around the Country



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Children Meeting Dietary Recommendations

• Food Guide Pyramid	2%
• Fruits and Vegetables	10%
• Saturated Fat	16%
• Milk Group	30%

USDA, Changes in Children's Diets, 2001

Kids are Eating More

- Between 1989 and 1996, children's calorie intake has increased by approximately 80 to 230 extra calories per day
- Majority of increase comes from refined grains, added fats and added sugars

USDA: Changes in Children's Diets: 1989-1991 to 1994-1996. Wash. DC, Jan. 01 (Rep. No. CN-01-CD1)

IOM, Nat'l Academies; DRI: Energy, Carbohydrates, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids. Wash. DC, 2002

Putnam J et al. U.S. per capita food supply trends: more calories, refined carbohydrates, and fats. *Food Review* 2002; 25:2-15.

National Poll on Obesity

Harvard Forums on Health

When it comes to fighting childhood obesity, most Americans welcome more government involvement. Most feel schools have a major role to play in fighting childhood obesity. Large majorities support healthier school lunches, more physical education, and efforts to educate students and parents about the health risks of obesity and the importance of exercising and eating healthy. Three quarters say they would support measures like these even if it meant an increase in their taxes.

Lake Snell Perry & Associates, 2003

MCPS meals vs. a la carte

- ES: 58% students take part in school meals program (reimbursable meal that meets strong nutrition standards)
- Secondary: drops significantly w/ only 18% participating in school meals; majority of students who buy from the cafeteria purchase from the a la carte category (weaker standards)

State, District and School House Efforts *Vending*

Vending:

- Limiting Access (hours of operation and eliminating or reducing certain products)
- Promoting healthier foods and beverages (more slots in machines, lower prices)
- Working w/ vendors to develop “health-promoting” contracts

State, District and School House Efforts

School Meals and A La Carte

- School Meals: better promotion of healthier products; introduction of “kid-tested” healthier items (shaker salads, healthy sandwiches, more appealing fruits & veggies); elimination of higher fat/sugar items (pizza, fries, nuggets)
- A la carte: setting standards (lower fat/sugar); price adjustments (healthier items cost less)

State Efforts

CA SB 677: CA Childhood Obesity Prevention Act of 2003 (Sen. Ortiz)

Sets standards for ALL beverages sold in ES and MS (effective July 2004)

- Bans sale of unhealthy bev. all day
- Permits sale of healthy bev. like water, milk, 100% juice and 50% juice w/ no added sweetener
- Limits fundraising sales of certain items

Other State Actions

- NC State Board of Ed: Healthy Active Children Policy passed (Jan. 03). A comp. school health policy that:
 - Rec. 150 minutes PE/week in ES and 225/wk in MS
 - Req. local school health adv committees; action plan report; defines what quality PE is; recess and other PE must be provided and not taken away as punishment

Other State Efforts

- LA: Act 814 (eff 04-05 SY)
 - requires each public school w/ gr K-6 to provide at least 30 min each school day of quality physical activity for students.
- TX: SB 1357
 - Mandates School Health Adv. Councils to make rec in # of areas-health ed hours, PE, nutrition serv.,
 - 30 min/day PA in ES; vending machine policy enforcement

Sample District Policies

Vending

State	Enrolled	Soda Banned	Snax limited	notes
NYC	1,049,831	✓	✓	Sets std. for bev/snax
CA-LA USD	746,852	✓		Sets std. for bev
CA-San Fran	58,216	✓	✓	
CA-Oakland	52,501	✓	✓	No caffeine or hi sugar drinks

Sample District Policies

Vending (cont'd)

State	Enrolled	Soda Banned	Snax limited	notes
CA-Capistrano	48,608	✓	✓	Sets std. for bev
CA-Pittsburg	9,542	✓		Sets std. for bev
NH-Portsmouth	2,679	✓	✓	Strong bev. Std
OH-Centerville City	7,623	✓		Non soda Pepsi bev

Sample District Policies

Vending (cont'd)

State	Enrolled	Soda Banned	Snax limited	notes
SC-Richland One SD	26,408	✓	✓	Sets std. for bev
TX-Austin ISD	77,723	✓	✓	Sets std. for bev and snax
TX-Eanes ISD	7,443	✓	✓	No candy in Sec schools; no fryers; no sodas
AR-Birmingham	34,000	✓	✓	School brd approved district-wide contract

“There are better ways to get money than pushing sugar” – AZ St. Super. Tom Horne

- AZ: State Board of Ed looking at junk food and soft drink sales state-wide.
- CA: state Sup. Challenge: schools that develop policies that promote nutrition and PE will receive \$\$
- FL: Palm Beach – vending changes
- KY: vending contract – major changes prompted by PTA/food industry expert
- OK: OK City School Board voted to change facades of machines; bonus given for sale of juice and water (Coke)
- WA: Seattle approved vending contract with restrictions
- Philly: profit seen when sodas were replaced w/ healthy options
- TX: Ag Commissioner looking at role of vending in compromising school meal sales

\$\$ The Money Issue \$\$

- Vista USD (CA): Profits increased significantly over 2 year period; better and more appealing marketing (\$200,000 over in sales 1st year)
- Philly: sold healthy items in 2 schools and saw no decrease in sales
- North County HS (MN): worked w/ Coke rep; increased # machines; majority had healthy choices; adjusted price; soda intake down and profits up
- Aptos MS (CA): PTA-driven pilot to replace lunch offerings w/ healthier choices; sales in vending increased w/ healthier options

COMMISSION TO VISTA HIGH SCHOOL

- **Prior to CNS**
\$9,000.00

- **1st year CNS**
\$16,800.00

- **2nd year CNS**
\$22,000.00



- **Previous Beverage Choices**

- Soda, Pepsi or Coke
- Sports Drink
- Iced Tea
- Water
- Fruit Drink, 10% juice

Price \$1.25



• **Current Beverage Choices**

- Milk, 3 varieties
- 100% fruit juice, 4 types
- Smoothies, 3 varieties
- Water
- Sports drinks
 - Gatorade and Powerade
- Soda, Pepsi and Coke

Price \$1.00 - \$1.25



MCPS Opportunities

The Three “P’s”

- *Priority*: the health and well-being of the 140,000 students should remain #1 PRIORITY.
- *Perseverance*: we must continue to persevere and strengthen the nutrition environment (better school meal offerings/promotions of fruits and veggies; stronger a la cart and vending standards; more nutrition ed; more PA).
- *Partnerships*: work with key stakeholders and others like PTAs, student organizations, School Health Council, County Council, MCPS, vending companies and other partners to promote and provide healthier options and more PA.